Meeting at Apple 5 Feb 1987

What do we want from the WEC/Wildcard/CD project

- More rewarding than the books. Fun to use, richer content
- Break through the computer discomfort
- Cheap! Good!
- Open up a medium (a WEC tradition!)
  - Trade paperbacks
- The novel gives paths and links to places that Wildcard doesn't (directly) support in its metaphor
- New browser designs
- Need a "halo" of new material around that specifically requested

- Alan: WEC was an inspiration for Dynabook! Multiple views at one time. (Wildcard acts more like paper than it should.)
- Bribery
- Enforced serendipity
- Monoliths - for posterity
- Tugboat on the top layer, everthing else is just a short walk away. The collected knowledge is there, but no intrusive.
- Crawl into bed with it. Sit on toilet.

Sound. "Read to me"
2-d, 3-d tactile feedback.

- What can we do that we can't do on print. Animation, sound, simulations
- Updating, feedback, the lastest, living with it.
- Multiple viewpoints for the learner. You always have to give the choice to be taught.
- Schools enforce a single path through the knowledge
  - The "school bus" - Bill
  - vs. minibikes and guidance

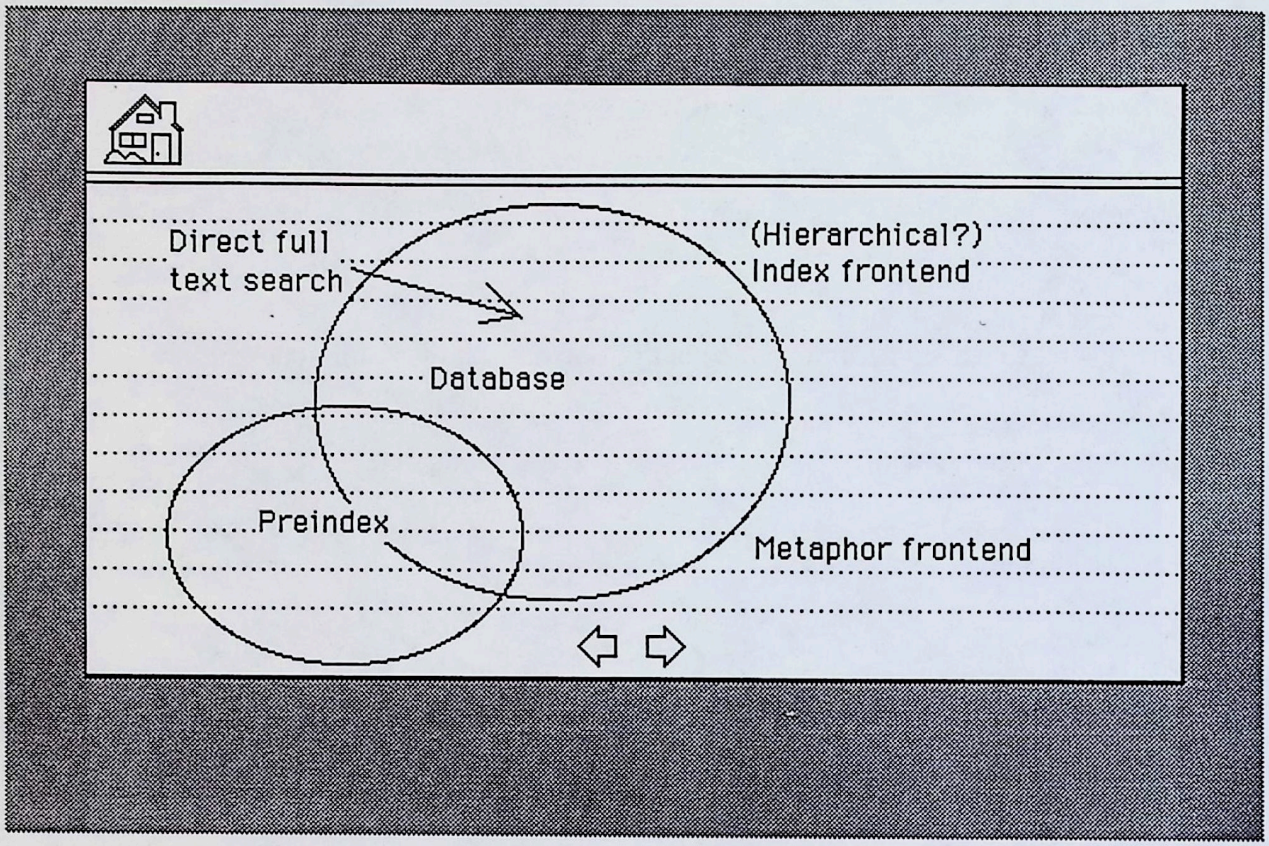
Goals and resouces
Hire a guide. Wht are you interested. Two way interaction.
Two way learning is tough.

- Signs that lead nowhere, anywhere?
- Nothing more predictive than hey watch this!

Metacomments - guideposts - only WEC is entirely metacomment
- Who is this for? Current readers? Someone else? What are anticipated uses?

Curriculum?
It's time to zag - chris
We've succeeded in selling to people who don't like us
(A sign of success or danger?)
Who would have thought 5 years ago that ordinary American would be sitting around eating raw fish and talking about kerning - Kenzi Sugihara, Director, Electronic Pub. Bantam Books

A computer which "comes full" out of the box - Ted
Own value, and organization that teaches you about browsing as you do it.
Unmapped browsing - a few hundred unfamiliar items, a few thousand familiar
How do electric medium and paper coexist?


Direct full
text search
(Hierarchical?)
Index frontend
Database
Preindex
Metaphor frontend

Bushyness command. How dense is the local linking.
Extract semantic map by correlation to meaning.

Thinking machines algorithm uses who document. Stabilizes on terms after 3 to 4 iterations. Most are not anticipated. Uses variable vocabulary of author as an ASSET. We cold use
a CM to compute a superordinate index over the WEC corpus.

Effect of the linking process (foreknowledge of it) on selection of material. We DON'T want this. Things that don't fit are interesting.

Richness of the map. Grid streets versus subway connectivity.

Characteristics of readers - tinkerers versus planners
Book should welcome both types - we are all both

Bill is planning difference files for V2 of Wildcard
Changes -> different point of view -> should be local, not take over the whole world

Eventually be able to look at other annotations (and respond?)
Viewing and filtering - is dynamic information retrieval
Value f Wildtalk for dynamic simulation

Carnival of living processes vs. pinball machine in which you bounce from thng to thng. Even a rock is in process...

Increase the toolness of each entry in the WEC. More citatins, richness of sampling. We should advertise that it's a "bigger book". Consequences of LOSS of editorial focus. Loss of clarity, true information as opinion. Leading to editorial laziness. Leads to spaghetti, or to (very high) but featureless plateau. What we DON't link is part of the art.
A danger of a precomputed index! We get serendipitous links, but also fallacious (or boring?) links.

Dynamic index as a tool of the editor rather than the reader!!!
Powerful tool under human control.

Scanning and starting with pictures. Because of sheer size of the text if nothing else!

The problem of closure - how do you know where you haven't been? Don't want to end up at a boring (familiar) place versus a novel (intereting) place?
Problem of remembering personal state to get back to a place. What fraction of links are static versus dynamic?

Often information is in what is not said. Lenat's CYC project Is anything really transferrable to this project?

What could go wrong?

- A mess of spaghetti - a tangle wouldn' t click
- Too boring in format (card catalog)
- Up against 500 years of tradition - books are an evolved medium
- Closure!
- OK not to finish, but not ok not to ship
- In a medium without limits, how do you know when you're done?
- Alan: two biggest issues: access and readonly medium

How do we keep WEC from becoming an encyclopedia - used by few? Ted - WEC is different, because it DOESN'T have to include everything. Pictures as the difference.
Bill - using Compton's to find out what the Brittanica article is about.
Picture as quick (gestalt) accept/reject on material.

Bill - videodisc scanning in an art gallery. A fast enough flip rate is enough. Mike - danger of trivialization of value of the image. "Continuum of trivialization" - Mike
But WEC pictures are not loaded with nuance - Chris

Ted's experience with photos noticable or different in program situation (linked up) versus just flipping through.

Eye and perception - something is already seen by the time the fovea gets there. Ted's paint program with nothing but popup mens - not liked. Hand memory and eye scanning in favor of menus at some distance.

Images should be SCANNED at multiple sizes.

Humor as communication.

Sex, drugs and guns. Showing pictures is a problem.
Censorship self propogates.

Perceived difference between EWEC and NWEC is lack of peripheral material - fringes. "Press the flakey button."

Software reviews and SAMPLES.

Style Sheet is needed by Whole Earth
Sounds, Icons, Layout, Buttons
Popularity contest fo best icons?

Footnotes, Not good to have a book wiht 4 on every page! Must not be annoying. Are WC link anoying??
"If you don't like breaking stride, you won't like this medium" -SB
Room for only one idea per screen -- how get connection/serendipity
Bold footnotes? Leverl? Flavorsof asterik?

Touch on asterick to see nootnote (instant pop-up)
Stylized -- clues you in to kind.
Forgetr to ask -- don't know to ask -- to pop up a menu -- muyst be "sematic marker"
Index on Help system -- just touch on the item.

Fake a book - have page numbers.
Tabs on botton - Mac user not used to look there.
Unchain the tyrany of old Mac user interface -- or
Bill put tabs on top -- instantly
Becauase book-based material, people want the book metaphor, but laterm, you can loose it and its baggage.

Kathleen cut up a page of the real book, put it into a Mac screen
Kathleen's mock ups
Identity number in corner of each card.
Travel guide -- always are at a place. (long, lat.)
address.
Button says where am I? Takes you to a map.
(do a pogo stick back to same place -- to see where you are)
Index, how a friend give you a reference? Page 244.
put card numbers in the corner

permanent ID numbers (Tatoos!)

Pages are wide (card shaped) page numbers 124.3, 124.4
printing with its address
Outline form -- outline A.3.F.6 (canadian zip code -- bad!!)
Numbering systems: 123.5, accession numbers, card ID
Cannonical version of it all, A London -- a street address
give up on sequential.
Sequence of catalogs. But each stands alone.
In WC cards in a stack by: name (you define), by order (3rd), by unique ID (Social Security number).

"When does a card start recieving benifits?" -ACK
Clustering from the viewpoint of that card -- links from here (link maps)
Author creates link maps. Someone on your staff. Egocentric, vs. God's eye map.
Tufftie "Visual display of quantitave information"
Huge amounts of Data. Time table of all trains, maps for walking, compass turns
Maze wars -- two views!
Only human generated now. Machine generated useful for author?

Many variables -- how show links ona map? Confusing.
Map in help system.
"card coords" generate a "You are here" map
each card has a place.
A "subway map" London's really works!!
Get Richard Wurman involved! This is his bag.
Map as part of the book and iundex.
Is this good for readers?
Sound as heightened experience.
Why is CD better?
Volume of info. Truck load of books. Guided tours.

a show. Passive tours, all the way to active searching.
Spectrum -- you choose.

Can print out and then take it with you.
Turns information into "Coin" it travels faster, further
search by slogan

department store exploded view as map
Spacial data mngt, 3 screens: tools, data, zooming
superimposed data on map. map in the margin.
list of windows on the Lisa.
book has physical embodiement

propedial approach. view of organization Brand vs. Adler
clustering
"by the time I got to page 1, it was a great place to start"
didn't open it ther the first time.
"Why is there some brutal reason people go through magazines backwards" (wrong side of the page opens up)
video montage at beginning -- should remember where you were last time.
bookmarks
"does it matter which door you walk into in a department store"

department store has no departments anymore
deliberatley slow tours to take you by things.
ideosyncritic maps. Larry Gonick maps of the future
neighborhoods?

Stewart said, "The boggle effect at MIT miedia lab. First six months I was faking." Then I went and read the papers, and THEN I understood the demos. The boggle effect is like being sea sick -- you don't recover quickly.

Making a script that quiclkly allows an author to pick coordinates for cards by clicking a map. THen from the cards, ask where am I, and it shows map wioth "You are here".

Look of the page is comforting -- a background border -- it makes you feel secure.
What I expect to happen. Authoring conventions. Setting the context, environment.
(Clip art)
if inappropriate "there is a horse in my rolodex"

Mineature of it on home card.

Tabs on the side of Kathleen's mock up are neat.
Reading from the screen is a pain for long period, Will good graphics help? These pages big in the third dimention -- depth!

Tabs overlayed? Pop up buttons?
Need constancy.
Different for different subjects?
Shading changes to show major division. Subtle.
One idea per excerpt card.

Price as a pop-up. Over the tabs so can see review also.

Show the table of contents of the book.
Front and Back covers!! Jacket reviews! NY times reviews.
Reviews from ohter sources: Sisko and Ebert

Searching may be restricted to fields. Hidden keywords in fields.

Maybridge photo sequences, put in full database? use as basis for animation.

Short animations as a teaser.

Whole earth cardalog? Does Whole earth hurt or help?
Don't pretend its a business product.
CD ROM title. (Important thing is not what's in it, but the message of the new media -- hypertext).

Wild Earth Catalog
The Whole Earth Disc (center of disc is hole in disc)
Signal -- how to build things out of information

Also, "Tools for business" book
Tools for an information age -- tools for students,
tools for Mac owners, tools for business

"Desktop enlightenment" -Steve Weyer

Two doors into the WEC plus signal?
Front door for business. Back door.
Whole Earth was Popular long ago. Good, bad, good again later.

Whole Earth as a byline.
Apple spawned from the same roots -- also tryint to live it down.

Coevolution, Signal
Access to Tools, ToolBox.

The Well is not secure -- its a Unix system.
Call "WildCard" Signal -- a good cover.
Easiest would be to use the well.

Need a scanner. Good setup so can see what it will be like in production.

Camera better since can adjust. Mike Potel get someone to convert Data copy camera to Mac?? SCSI box??

(first half notes by Tim Oren, second half by Ted Kaehler)